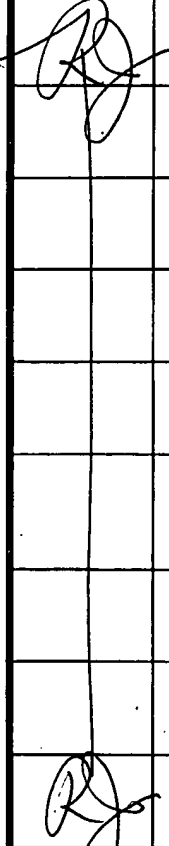


Examiner Signature	<i>Roman Leuty</i>	Date Considered	7-18-86
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<sup>1</sup>Unique citation designation number. <sup>2</sup>See attached Kinds of U.S. Patent Documents. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449A/PTO			<b>Complete if Known</b>		
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)			Application Number	Not yet assigned	
			Filing Date	herewith	
			First Named Inventor	KEIL et al.	
			Group Art Unit	Not yet assigned	
			Examiner Name		
Sheet	2	of	6	Attorney Docket Number	B01.003



OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				
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	D	"The ACA/HB Module for Hierarchical Bayes Estimation", <i>Sawtooth Software, Inc.</i> ( August, 1999)		
	E	Magidson, Jay, and Vermunt, Jeroen K., "Latent Class Models"		
	F	"The CBC Latent Class Technical Paper", <i>Copyright 2000, Sawtooth Software, Inc.</i>		
	G	Acatech, "Adaptive Conjoint Analysis" (Version 4), <i>Copyright Sawtooth Software, Inc. (April 1993)</i>		
	H	McCullough, Dick, "Trade-off Analysis": <i>A Survey of Commercially Available Techniques</i>		
	I	Srinivasan, V. and Su Park, Chan "Surprising Robustness of the Self-Explicated Approach to Customer Preference Structure Measurement," <i>Journal of Marketing Research</i> , Vol. XXXIV (May 1997), 286-291		
	J	Wittink, Dick R. and Keil, Sev K. "Continuous Conjoint Analysis"		
	K	Huber, Joel, "What We Have Learned from 20 Years of Conjoint Research": <i>When to use Self-Explicated, Graded Pairs, Full Profiles or Choice Experiments</i>		
	L	2001 Conference Presentations Set (Spring 2001), <i>Sawtooth Solutions</i>		

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<sup>1</sup>Unique citation designation number. <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

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				Application Number	Not yet assigned
				Filing Date	Herewith
				First Named Inventor	KEIL et al.
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Sheet	3	Of	6	Attorney Docket Number	B01.003

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
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	M	Orme, Bryan "Helping Managers Understand the Value of Conjoint", <i>Copyright, Sawtooth Software, 1996</i>	
	N	Pinnell, Jon and Olsen, Pam "Using Choice-Based Conjoint To Assess Brand Strength and Price Sensitivity", <i>Copyright 1996, Sawtooth Software</i>	
	O	Pinnell, Jon (1994) "Multistage Conjoint Methods to Measure Price Sensitivity"	
	P	Dawson, Neal V. (91-94) "A Model of Patients' Preferences in Serious Illness", <a href="http://www.ahcpr.gov/clinic/medteprp/list8.htm">http://www.ahcpr.gov/clinic/medteprp/list8.htm</a> , (Download date 3/30/01)	
	Q	Marketswitch: "Our Industry", <a href="http://www.marketswitch.com/products/industry.html">http://www.marketswitch.com/products/industry.html</a> , (Download date 3/26/01)	
	R	Kanninen, Barbara, K. (1/1/00 – 6/30/02) "Optimal Experimental Design for Nonmarket Choice Experiments", <a href="http://www.es.epa.gov/ncerqa_abstracts/grants/99/dec/kanninen.html">http://www.es.epa.gov/ncerqa_abstracts/grants/99/dec/kanninen.html</a> , (Download dated 4/11/01)	
	S	Rollins, Kimberly and Beckett, Alexandra, "Using a Random Utility Model to Measure Willingness to Pay for Public Attributes of Green Goods: Implications for Market Provision of Environmental Quality", <i>International Institute of Fisheries Economics and Trade, Microbehavior and Macroresults IIFET 2000</i> , <a href="http://www.orst.edu/Dept/IIFET/2000/abstracts/rollins.html">http://www.orst.edu/Dept/IIFET/2000/abstracts/rollins.html</a> (Download date 4/11/01)	
	T	Ardila, Sergio, Quiroga, Ricardo and Vaughan, William J. (12/98, ENV-126, E) Publications "A Review of the Use of Contingent Valuation Methods in Project Analysis at the Inter-American Development Bank", <a href="http://www.iadb.org/sds/publication/publication_178_e.htm">http://www.iadb.org/sds/publication/publication_178_e.htm</a> (Download date 4/11/01)	
	U	Understanding Market Segmentation, <i>Technical Paper From DDS Research</i> , <a href="http://www.dssearch.com/marketsegment/Library/Segment/understanding.asp">http://www.dssearch.com/marketsegment/Library/Segment/understanding.asp</a>	

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			Application Number	Not yet assigned	
			Filing Date	Herewith	
			First Named Inventor	KEIL et al.	
			Group Art Unit	Not yet assigned	
			Examiner Name		
Sheet	4	of	6	Attorney Docket Number	B01.003

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
Rg	V	Tyner, Mary Jane and Weiner, Jonathan – MACRO – “Optimal Pricing Strategies Through Conjoint Analysis”, <a href="http://www.macroinc.com/html/art/s_opt.html">http://www.macroinc.com/html/art/s_opt.html</a> (Download date 4/10/01)	
	W	“Customer Targeting Models”, <i>Opti-Market Consulting</i> , <a href="http://www.opti-market.com/targeting.htm">http://www.opti-market.com/targeting.htm</a> (Download date 4/10/01)	
	X	Johnson, Chad, Methodologies and Capabilities: “Market simulation software becomes smarter all the time”, <i>Answers Research, Inc.</i> , <a href="http://www.answersresearch.com/methodologies/article5.html">http://www.answersresearch.com/methodologies/article5.html</a> (Download date 4/10/01)	
	Y	Market Research Application Example, “Conjoint Analysis: The Pressure”, Statistics & Operations Research, <a href="http://www.sas.com/rnd/app/da/market/mraexsim.html">http://www.sas.com/rnd/app/da/market/mraexsim.html</a> (Download date 4/10/01)	
	Z	“Research Triangle Institute: Conjoint Analysis Software Tools”, <a href="http://www.rti.org/difference/conjoint_tools.cfm">http://www.rti.org/difference/conjoint_tools.cfm</a> (Download date 4/10/01)	
	AA	Decision Support Inc., A Full Service Market Research & Consulting Firm, “Services Offered” <a href="http://www.decisionsupportinc.com/services.html">http://www.decisionsupportinc.com/services.html</a> (Download date 4/10/01)	
	BB	Landsend.com, “My Personal Shopper: Like having a personal wardrobe” <a href="http://www.landsend.com/vpsEntry.cgi?mode=GRAPHIC&amp;refer=c.../&amp;sid=098702323344">http://www.landsend.com/vpsEntry.cgi?mode=GRAPHIC&amp;refer=c.../&amp;sid=098702323344</a> (Download date 4/11/01)	
	CC	Direct1.com “About Direct1” <a href="http://www.direct1.com/company/whatdowedo.html">http://www.direct1.com/company/whatdowedo.html</a> (Download date 4/3/01)	
Rg	DD	Discretechoice.com “White Papers: Sample Discrete Choice Analysis”, <a href="http://www.discretechoice.com/analysis.html">http://www.discretechoice.com/analysis.html</a> (Download date 1/2/01)	

Examiner Signature	<i>Romain Jeanty</i>	Date Considered	7-18-06
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<sup>1</sup>Unique citation designation number. <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449A/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)			<b>Complete if Known</b>		
			Application Number	Not yet assigned	
			Filing Date	Herewith	
			First Named Inventor	KEIL et al.	
			Group Art Unit	Not yet assigned	
			Examiner Name		
Sheet	5	of	6	Attorney Docket Number	B01.003

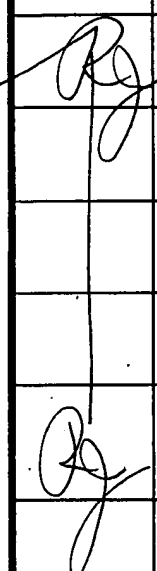
OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>	
	EE	Minetheme Knowledge Bank "Information: that Inspires", <a href="http://www.mindtheme.com/knowledge/trst.asp">http://www.mindtheme.com/knowledge/trst.asp</a> (Download date 4/10/01)		
	FF	Dominator 2000™ Market Simulation Model From DSS Research, "Dominator 2000™" <a href="http://www.dssresearch.com/library/Dominator/dominator.asp">http://www.dssresearch.com/library/Dominator/dominator.asp</a> (Download date 4/10/01)		
	GG	Conjoint Analysis Tools, <a href="http://www.whitehorse.com.au/~prosoft/statist.htm">http://www.whitehorse.com.au/~prosoft/statist.htm</a> (Download date 2/14/01)		
	HH	Johnson, Richard. M., Sawtooth Technologies: "Trade-Off Analysis of Consumer Values" reprinted from <i>Journal of Marketing Research</i> , published by the American Marketing Association, Vol. 11 (May 1974), pp. 121-127, <a href="http://www.sawtooth.com/news/library/articles/johnson.htm">http://www.sawtooth.com/news/library/articles/johnson.htm</a> (Download date 2/14/01)		
	II	McCullough, Dick "The Cake Method: A Proprietary Hybrid Conjoint Approach", Macro Consulting, Inc., <a href="http://www.macroinc.com/html/art/s_cak.html">http://www.macroinc.com/html/art/s_cak.html</a> (Download date 12/6/00)		
	LL	ACA, "Adaptive Conjoint Analysis", <a href="http://www.sawtoothsoftware.com/aca.shtml">http://www.sawtoothsoftware.com/aca.shtml</a> (Download date 2/14/01)		
	MM	"Analysis: Conjoint Case Example From DSS Research – Marketing Research For...", <a href="http://www.dssresearch.com/conjoint/CaseExample/Analysis.asp">http://www.dssresearch.com/conjoint/CaseExample/Analysis.asp</a> (Download date 4/2/01)		
	NN	A Review of Conjoint Analysis, Technical Paper from DSS Research: "Understanding Conjoint Analysis", <a href="http://www.dssresearch.com/conjoint/Library/Conjoint/conjoint.asp">http://www.dssresearch.com/conjoint/Library/Conjoint/conjoint.asp</a> (Download date 4/2/01)		
	OO	Novak, Tom "Online Exercises: Design Your Own Movie Theater Using Conjoint Analysis", Interactive Exercises, <a href="http://www2000.ogsm.vanderbilt.edu/novak/conjoint-Movies/">http://www2000.ogsm.vanderbilt.edu/novak/conjoint-Movies/</a> (Download date 4/11/01)		

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		Application Number	Not yet assigned
		Filing Date	Herewith
		First Named Inventor	KEIL et al.
		Group Art Unit	Not yet assigned
		Examiner Name	
Sheet	6	of	6
		Attorney Docket Number	B01.003

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	PP	Mangen Research Associates, Inc., (1999) "Introduction to Conjoint Analysis", <a href="http://www.mrainc.com/conj_intro.html">http://www.mrainc.com/conj_intro.html</a> (Download date 2/14/01)	
	QQ	Mangen Research Associates, Inc. (1999) "Correlation of Estimates – Conjoint Analysis", <a href="http://www.mrainc.com/estimate_conj.html">http://www.mrainc.com/estimate_conj.html</a> (Download date 1/2/01)	
	RR	Online Insight – Thanks for your time, <a href="file:///D:/StartHere.html">file:///D:/StartHere.html</a> (Download date 12/18/00)	
	SS	eBranding Study: Oneline Insight & jAccenture – "What is Conjoint?", <a href="http://www.onlineinsight.com/ebranding/conjoint.html">http://www.onlineinsight.com/ebranding/conjoint.html</a> (Download date 4/27/01)	
	TT	Paul, Lauren, "1 to 1 Marketer", publish 3/1/01, <a href="http://www.1to1.com/Building/CustomerRelationships/entry.jsp?REQUESTED_URL">http://www.1to1.com/Building/CustomerRelationships/entry.jsp?REQUESTED_URL</a> (Download date 5/31/01)	

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		Complete If Known	
Application Number		10/008,995	
Filing Date		November 5, 2001	
First Named Inventor		Keil, Sev	
Art Unit		3623	
Examiner Name		Romain Jeanty	
Sheet	1	of	1
Attorney Docket No: J140U003US00 (B01.003)			

US PATENT DOCUMENTS					
Examiner Initial *	Cite No	USP Document Number	Publication Date	Name of Patentee or Applicant of cited Document	Filing Date If Appropriate
Rg		US-5041972	08/02/1991	Frost, W.A.	
		US-5124911	06/02/1992	Sack, Michael C.	
		US-5583763	12/10/1996	Atcheson et al.	
		US-6029195	02/01/2000	Herz, Fredrich M.	
		US-6208989	03/27/2001	Dockter et al.	
		US-6321221	11/20/2001	Bieganski	

FOREIGN PATENT DOCUMENTS				
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OTHER DOCUMENTS - NON PATENT LITERATURE DOCUMENTS			
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Rg		"Active Buyers Guide", Active Decisions, Inc., (2002),	
		"Active Sales Assistant", Active Decisions, Inc., (2001),	
Rg		BAJAJ, AKILESH, "A Study of Senior Information Systems Mangers' Decision Models in Adopting New Computing Architectures", <u>Journal of the Association for Information Systems</u> , (June 2000),	
		BAJAJ, AKILESH, "Factors Relevant to Senior Information Systems Managers' Decision to Adopt New Computing Paradigms: An Exploratory Study", <u>[http://lost-contact.mit.edu/afs/net/project/afs32/andrew.cmu.edu/supa/wpapers/1998]</u> , (1998),	
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Rg		LAU, KIN-NAM, "Evaluating Consumer Preferences for Existing Multiattribute Products: A Non-Metric Approach", <u>College of Business Administration, North Dakota State University</u> , (1993),	

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